GREEN ZONE WEEKLY PURCHASES

Store SIS #: _____

Store Name: _____

Store Address: _____

Previous Week's Total Number of Cigarette Cartons: _____

TO BE COMPLETED BY RJR SALESPERSON OR GREEN TEAM MEMBER ONLY

Store Purchases for Week of: _____ (Monday's date, i.e., 2/2/98)

TOTAL CARTONS PURCHASED FOR WEEK INCLUDING PICK-UPS, WHOLESALE DELIVERIES, AND SALES REP DELIVERIES

Invoice Date and/or Number	# SALEM Cartons	+	# All Other Cartons Combined	=	Total Cigarette Cartons
Total Cartons Purchased for Week		+		=	

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Source: https://www.industrydocuments.ucsf.edu/docs/qqvy0000

GREEN ZONE WEEKLY PURCHASES

Store SIS #: _____

Store Name: _____

Store Address: _____

TO BE COMPLETED INITIALLY BY RJR SALESPERSON ONLY, THEN AGAIN ONCE PER MONTH DURING REGULAR COVERAGE.

Total SALEM cartons	_____
Total Newport cartons	_____
Total Kool cartons	_____
Total Marlboro Menthol cartons	_____
Total Parliament Menthol cartons	_____
Total other brands	_____
Grand Total all brands	_____

Note: Count actual carton inventory, estimate pack quantity in pack merchandisers and displays. Express in total carton equivalents. For example: 18 packs = 1.8 cartons.,

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Source: https://www.industrydocuments.ucsf.edu/docs/qqvy0000

SALEM GREEN ZONE STORE AUDITS

Purpose:

- **To measure SALEM brand family share-of-market on weekly basis (weeks of 2/1 through 3/29) in Green Zone stores.**

Gaining Store Cooperation
RJR Salesperson

- When calling on store manager of a store in your Green Zone assignment area:
  - Ask for manager's help in keeping cigarette purchase invoices/ records for our audit.
  - Explain purpose and importance of audit.
  - Inform manager they will receive $20/week for keeping invoices/records.
  - Explain that a SALEM representative (your Green Team member) will visit store on weekly basis to tally on the audit form the total number of non-SALEM and SALEM cartons store has purchased during week from invoices/records.
  - Explain that, to do this, store manager must indicate on each record/invoice how many of the cartons purchased were SALEM cartons.
  - Explain to store manager that he/she must attach all cigarette invoices/records for the week to back of audit form.

    The SALEM representative will not remove any invoices/records from store but will only transfer information to audit form.
  - Confirm whether store manager is willing to help us. If so, leave first audit form and introduce store manager to appropriate Green Team representative. Finally, RJR Salesperson should complete Beginning Inventory form during that call and then again once per month during normal coverage.

Collecting Audit Information
Green Team Member

- When returning to store to collect carton purchase data, first speak with manager to ensure that all cigarette invoices/records for week have been identified (invoices must be attached).

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Source: https://www.industrydocuments.ucsf.edu/docs/qqvy0000

- Take each invoice/purchase record and transfer # of non-SALEM and SALEM cartons for that invoice to audit form. As you complete each invoice, place your signature and date in upper corner of invoice/purchase record to indicate that you have accounted for that invoice and so that it doesn't get mixed with invoices from past or future weeks.

- Upon transferring carton counts from all invoices to audit form, add up the figures in each column and fill in the totals..

- Before leaving store with completed audit form:

  - Look at Total Cigarette Carton number in bottom right-hand corner of complete audit form. Write this number into space provided for "Previous Week's Number of Cigarette Cartons" on next audit form you will be leaving with store manager.

  - Be sure to fill out Store Name, Address, SIS # on next audit form you are leaving at store.

  - If there is a big discrepancy week to week in total cigarette cartons purchased by store (i.e., 50 cartons last week, but 200 cartons this week), ask store manager the reason for variance. Find out if invoices/purchase records were missed or if there was some other reason (e.g., a promotion he wanted to load up on, change in inventory policy, etc.). If you find that invoices/records were missed, try to retrieve them and correct the audit form.

RJR Salesperson

- Pay store manager $20 that you promised.

Green Team Member

- Deliver all completed audit forms for the week to:

Maxx Pick at Green Team Headquarters
421 Hudson Street, Apt. 813
New York, NY 10014
212/243-5415

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Note: Obviously each Green Zone Sales Rep and Green Team Leader must be working closely together to communicate whether payment was earned.

P.S. Remember that the accuracy of this program is critical to evaluate Green Zone business success.

Source: https://www.industrydocuments.ucsf.edu/docs/qqvy0000